Packaging Unlimited

# Packaging pros

Business and Industry (ws)

## Terre Haute firm keeps machines going

IS OCT 04 1987

### The valley's business

Packaging Unlimited is a low-profile business with international connections. The firm rebuilds and manufactures packaging equipment used chiefly in the snack food industry for both United States and overseas markets.

T.A. Garcia, the firm's president, began operations 2½ years ago in an unheated garage in North Terre Haute. Before that, he worked for a firm in Texas that made, sold and installed packaging equipment.

While working for Mira-Pak, a Houston company, Garcia was sent to a firm in Utah to repair some packaging machines. From there he was sent to Terre Haute where he became an employee for Snack Time Foods, formerly Chesty Foods, for about a year.

It was then he decided to branch out on his own.

"We started with rebuilding one machine. We got that one done and then another one," Garcia said. "Then things really took off for us."

Garcia's company is housed in the northwest corner of the annex to the old Quaker Maid building. He said he has about 6,000 square feet of working space, and is quite satisfied with what space he has now, which he terms is sufficient for his needs.

He said he has no plans to expand, but that if business stays as good as it is, he may have to consider expansion. "We have thought about getting a building later on, but right now we are pretty satisfied with what we have here.

"We are working seven days a week," Garcia said. "We employ nine persons at present, and when business heats up, I bring in temporary help."

He said his employees earn "a good hourly wage and have a benefit package." Garcia said he has spent about $250,000 with local vendors this year. "We buy almost all of our supplies locally.

"We are rebuilding two to three machines a month," Garcia said. "And we are building a new one about one every three months."

Despite keen competition, Garcia said his reputation is spreading and he receives calls from old contacts that he had when he worked for Mira-Pak. Being in Terre Haute is a plus for Garcia, because he is about the only rebuilder in this area and "more or less" has a lock on the east-coast markets.

Garcia said many snack food companies will update their equipment, "and I will buy whatever equipment they have available."

To illustrate his point, Garcia said that Chesty's recently completed a $1 million "facelift" and that he bought 15 used machines from them. "We take the machines down to the shell, sandblast the frame, repaint it and go from there. We install updated electronics and circuitry, and when the machines are finished we have brand new updated equipment."

Garcia said that the cost to the user of rebuilding a machine is considerably less than the price of a new one. Costs for a new machine range from $22,000 to $45,000, depending on the size and function.

Pointing at a small machine standing by itself, Garcia said, "There is a machine we are rebuilding for M&M/Mars of Hackettstown, N.J. We've rebuilt about 10 of them for that company. It's used to fill those small M&M peanut candy bags." He said the machine will weigh and package 66 bags of product a minute.

The machines make bags from flat stock, weigh the product, put it into the finished bag, seal it and send it by conveyor to be packed for shipment.

Garcia said that the majority of his business — about 85 percent — is involved in rebuilding packaging equipment, with the remainder devoted to building machines from the ground up.

His machines end up in places like Jamaica, Dominican Republic, French Guiana and Venezuela. "Right now, we are working with people in India," Garcia said.

He said he supplies equipment for Roskana Bakeries which in turn supplies McDonald's with equipment to package croutons for the new salad line. He also makes equipment for Keebler Bakeries of Bluffton, Ind.; Clover Club Foods of Kayville, Utah; Country Crisp of Salt Lake City, Utah, and Pate Foods of Beloit, Wis.

Community Affairs File
County Public Library
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Business (H/L) 1 Ind

# Page's Plans Many Changes; Look for More Personalized Service

Journal 10/26/82

by Judy Stedman Calvert

When Page's Super Value re-opens on Thursday, October 28, shoppers will notice a number of changes in the store.

Major additions are a bakery, delicatessen, and service type meat cases in a 70 foot service counter in the rear of the building.

The bakery will feature doughnuts, rolls, breads, and pastries baked fresh daily on the premises. Salads, cold cuts, cheeses, and party trays will be available at the deli and fresh quality meats can be purchased at the meat department.

"We're striving for more personalized service to our customers," says Buzz Page, Manager. "Pre-packaged brand name luncheon meats, hot dogs, sausage, etc. will still be available as well as our family pack items and ground beef; but most meats will be in the service case." A meat cutter will be on duty during all open hours.

The store is not going to the "sack n save" concept used at the Twelve Points grocery owned by the same family; however, some items will be on the shelves in boxes to cut labor costs. Large identification tags will be on the shelves with the name, size, and price of items and each item will be marked with individual prices. Groceries will be sacked at the checkout lanes and carryout service will continue to be offered.

The use of the new bar code scanners at the cash registers is not planned at this time.

Generic brands will still be offered, but have been moved to another aisle. Slow moving items have been discontinued. As has been the store policy in the past, new items on the market will always be offered for a trial period.

The best news for the consumer is the price structuring concept which has been adopted. The store will be buying large quantities of national brand merchandise on specials and will pass on these special prices to the customers. The first aisle will contain these specials.

"When we get a good buy on items, prices will be changed to reflect those savings," says Buzz. "After that supply is gone, the regular price will be in effect again." The store carries about 6500 items and an estimated 1000 items a week will be at bargain prices.

The interior of the store has a fresh coat of paint, a bread room has been added at the southwest corner of the store, and one more register will be in service this week. Outside, the parking lot has been re-paved and exterior painting is planned.

The store employs about thirty persons now and will have about fifty employees after the new services are instituted. "Because of changes we will be using more people, particularly in the meat department and the bakery, and more stock boys will be needed because of the moving of items to the "specials" area," says Buzz.

The store had to close for a four day period because of the installation of the new meat cases. "Otherwise, we could have stayed open," said Buzz. "The customers have been real patient and understanding through all of this and we appreciate that. It has helped us get through this period."

"We're always looking for ways to better the business and make it grow. With wage increases, rising utility costs, and inflation, you just can't stay the same; you have to make changes and improvements constantly," he added. "Our main objectives are more personalized service and buying in large volume to pass on bargains to the consumer. With this new pricing structure, our prices will be as low as anybody's in town."

New store hours will be 7:00 A.M. to 10:00 p.m. Monday through Saturday and 8:00 A.M. to 9:00 p.m. Sundays.

Page 's Super Value

Vigo County Public Library

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Community Affairs File

PAIGE MUSIC

# STORY BEHIND A PIONEER STORE

## Publication of W. H. Paige Co. Recalls Early Business Days Here.

6-4-1939

Anna Bowles Wiley.

Gazing into the crystal of past ents in Terre Haute, events that their considerable bearing upon progress of the city, one finds t in 1871, some 68 years ago, W. Paige started his music store at th and Main streets.

That this business has continued year after year, amid failures, ndonments, sellouts, etc., that e met the efforts of other mer- ints since that time and which e changed the physical face of inistreet now known as Wabash nue in detail accentuates the in- est in this first finding.

The W. H. Paige Music Store has ome an institution through their years of testing and their long- y promises a continuance in rs to come.

elving into the effects of his her recently, Warner Paige, is the head of the business, al- ugh the youngest son of the ily, found a "Musical Guest," a er issued by his father when he ned his store in the Deming ck corner.

his paper contains pertinent s musical and otherwise of that ly date following the Civil War. here were "ads" that told of the re's merchandise, Bradberry nos with carved legs and lyre l front rounded corners, square, course, because that was the hion those days.

Mason and Hamlin organs cab- et and metropol styles. Chicker- & Sons pianofortes—the best e then—flutes, double reed urch organs, guitars, music boxes tinkling, twinkling music boxes. rhaps the most delicate music of from Switzerland.

It seemed almost like a step back to the past, as the reporter gazed the large selection of accordions sale now, as they noted that th German and French accordions ere for sale in the Musical Guest.

"Playin' on the Old A-cor-dine," ul prevalent in those days as was anging on the guitar, which was hand decorated one with names the owner in mother of pearl let- ers in many instances and slung bout the neck with a blue or red bbon, or cord and tassle.

### Some Early History.

W. H. Paige came to Terre Haute hen a young man. He was born in berlin, Ohio, and after his gradu- ion he taught school in the public chools of that city. He was a mu- ician of considerable ability.

He traveled for John Church & ompany, of Cincinnati, dealers in usical instruments. He met Miss ollie Gorham, of New Castle, Ind., nd courtship ripened into mar- iage. He came here, taught music or awhile then started in business r himself, opening his store.

To their union were born six hildren, three boys and three girls, ll of whom leaned to music. red, Robert and Warner, Harriet, Maude and Jane Paige. Of these, wo have passed this life, Fred [illegible] Harriet passed away [illegible]. The oldest and the youngest sons, Fred and Warren, took up the piano business with their father.

Miss Harriet had charge of the music in the public schools here for about fifteen years before her passing. She followed very closely in the footsteps of her father, Mr. Paige himself died in 1901. He was very active always in musical and civic circles before that time, playing a big part in Terre Haute's early affairs. He sang a great deal. Indeed the name Paige has been so closely connected with music in this vicinity that it has been almost synonymous.

Early opera, in which Mr. Paige was greatly interested, was brought to Terre Haute through his efforts. Musical entertainments were successes because of his interest and aid. One notes that "Nilsson" was a favorite with him, and in the Musical Guest he has much to say about her, announcing that: "Alice Nilsson will appear at the Naylor Opera House Jan. 11" of that year.

He announces also that "Gilmour contemplates a choir of 25,000 voices strong for his international jubilee in 1872," and that "Louise Kellogg is said to contemplate organizing an English opera troupe."

Keeping abreast of all things musical there was another piece of news from the world of sharps and flats in that "Otto Goldschmidt, Jenny Lind's husband, having squandered his wife's fortune, is compelled to teach music for a living."

He also points that "Nilsson is in the twenty-eighth year of her age and that in oratorio singing, whatever the papers say to the contrary is not a success She has not the depth of voice required for such as the 'Messiah.' She does not compare to Paropa-Rosa in the same music. We ought to hear Nilsson in opera, for there she is unrivaled," he remarked.

### Founded Music Here.

Hanging on the wall of Mr. Warner Paige's office is a photograph of the old force that helped W. H. Paige to carry on, sell tuning forks, French harps, melodeons, piano and melodeon covers, pitch pipes and harmonicas.

In this were Allyn Adams, bookkeeper, formerly of this city for years, now of Portland, Ore.; Almer Paige, brother to the proprietor and piano tuner; Mr. Hughes and Mr. Jordan, the two salesmen.

Long mustaches adorn the faces of some of these early business men, and some of them also furthered the musical world of the city for years, by personal contribution.

Especially is this true of Allyn Adams, whose rich bass voice lent itself to singing "Messiah" and other difficult selections in choral societies, in church choirs and private entertainment, and his wife was a large integral part of the musical world while here, also, strange to say, that despite the fact that both are in their eighties, they are still figuring prominently in the musical world of Portland today. Yes, the road is a winding one and covers considerable distance back to the time when W. H. Paige branched out and opened his music business here, and it is true that it is dotted here and there with many changes, how short the distance they lie apart, too, but "Smiling Thru" is that business with the youngest son at the helm of it, offering the same services and integrity that was responsible for the early success, as well as for all the years that have followed.

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Community Affairs File

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TERRE HAUTE, INDIANA

Paige's Music

# Paige's Music moving some operations to Indianapolis

JUN 0 5 1988

Business + Industry (WS)

Paige's Music is changing the structure of its office operations by moving some of it to Indianapolis, company controller Garry Seidner said Wednesday.

"We have computer depots in both Terre Haute and Indianapolis," Seidner said. "We also have office staffing in both cities, and since the Indianapolis store is the larger of the two, we'll be doing some of our operation out of that store."

Seidner said the corporate structure and customer service will be the same, with no significant changes in staffing.

"Basically, myself and Mr. [Warner] Paige will be working out of the Indianapolis office. We'll both make frequent trips to the Terre Haute office," Seidner said. Paige is president of the company.

The move becomes effective this month.

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Pak-n-Ship

# Local company makes shipping easy

Business + Industry (W.U.) T.H Gazette 11-28-84

**by Mary Stevens**

Would you like to send your Uncle Charlie in Muskegon a moosehead? How could you get a complete set of Haviland China to Germany?

If you are like most people who have difficulty finding shipping cartons and packing materials, one of the Pak-n-Ship businesses in Terre Haute may hold the solution to your problem.

Dick Godfrey started the local service when he became aware of the problems of shipping while conducting his own business. Godfrey says: "I sell scales. Frequently, when I packed a package and took it to the UPS terminal, I saw people bring packages that I knew were inadequately protected. Sometimes, customers would stand in line with their bundles and then discover when they reached the counter that UPS and other carriers don't accept packages wrapped with brown paper and string. Masking tape is also "out." And the same rules apply at the U.S. Post Office. So Godfrey decided to start a packing and shipping service himself.

Pak-n-Ship has been asked to ship dogs and cats, but they prefer not to ship live animals. They have packed and shipped some unusual items. They have sent frozen quail on their way and once received an order to ship 750 pounds of frozen biscuits to Phoenix, Arizona.

Distance is no problem. They have shipped to Egypt and Malaysia. They were once asked to ship a classic 1955 Chevrolet to England. At the time Godfrey was interviewed for this story, a wooden crate was being built to hold a large outboard motor that was being shipped out of state.

"We ship for 117 businesses in Terre Haute and the Wabash Valley. Our business is unique. We have customers who come from Indianapolis and we recently shipped a carton of oil paintings and a lot of antiques. Our motto is: 'We make shipping easy. And we do,' Godfrey says.

All items that go through the local business are insured. The firm's damage ratio is next to zero.

"We know that carriers try to be careful with packages; but much of the handling is by conveyor. A package can fall off. We pack in such a way that the contents are protected even if handled roughly," Godfrey adds.

Demonstrating how fine china is handled, Godfrey pointed to a large role of plastic with "bubbles" or air compartments in it. This material is wrapped around each separate piece. The china is then placed in a double-walled cardboard container, each piece cushioned with foam plastic "peanuts." Corners of boxes that contain fragile materials are reinforced with heavy right-angled pieces that prevent the boxes from being smashed.

Cost of shipping is determined with the aid of a sophisicated computerized scale. The computer is programmed in such a way that it is possible, given the weight of the package and destination, to exactly determine the costs various carriers will charge. Unlike the post office, the costs are computed in the 10ths of ounces. For instance, a person with a 1.9 ounce package at the post office would pay the same as if he were sending two ounces of weight. At Pak-n-Ship, the customer pays only for the actual weight. In addition, the computer is programmed with the costs for foreign destinations.

Godfrey's initial shipping service was started at 1322 Wabash Avenue. He later added a location at 25th Street and Lafayette Avenue and this month he opened a third store at Honey Creek Shopping Mall.

sive to some; but just think of what a person has to go through to get a parcel shipped. First you have to get a shipping box. That is no longer easy. Most places just cut the tops off heavy boxes to get to the contents. Then you have to find some packing material that won't pack down. And you then have to pack the item. Finally, you have to drive to some shipping terminal," Godfrey adds.

"In our busy lives, time is money–and our service saves the customer time."

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Paradise Donut and Bakery

# Brazil getting the sweet taste of Paradise

Ts JAN 3 1 1988

Business and Industry (W)

By Kimberly McAllister
*Tribune-Star Correspondent*

BRAZIL — If you're considering opening up a small business, Paradise might be one of the most profitable items you could market. *Everyone* wants a bit of it.

At least, that's what Robert McGranahan believes. McGranahan, 32, and longtime friend Warren Sparks have opened the Paradise Donut and Bakery Shop in Brazil about seven weeks ago.

Business, said McGranahan, is going well. New accounts are steadily coming in, he said.

The doughnut shop, located downtown at 549 E. National Ave., already distributes and sells 35 different donuts and pastries to several convenience stores and restaurants in the Brazil area, McGranahan said.

He gestured to a display case full of assorted yeast, bismarck, cake and twist donuts. Strawberry shortcake, cherry turnovers, apple fritters, and cinnamon rolls also graced the shelves and beckoned to be bitten into by anyone with an eye on paradise — or off their diet.

"You can eat all the doughnuts you want — as long as you don't eat breakfast and supper. I've told a few people about the Donut Diet," he laughed.

## The valley's business

While the eye appeal of these mouth-watering gems is important, the ingredients, as well as a perfectionist attitude about the cooking process, must be considered if you want to measure out some success with the finished product, McGranahan said.

McGranahan, who has worked in the bakery business since he graduated from high school, is responsible for making the doughnut dough. The ingredients for the dough, as well as the vanilla, chocolate and maple icings, are supplied by the Paradise Co. of Sedalia, Mo. Paradise currently has outlets in several areas in Illinois and in Crawfordsville and Clinton.

A company baker trained Sparks, 44, and McGranahan for two days in the art of perfecting the Paradise doughnut.

That art includes mixing the ingredients, cutting the dough, raising the doughnuts in a "proof box," frying them for one minute, and then glazing them with one of the three icings, McGranahan said.

"Everything pretty much has to be done just right, or the doughnuts won't look right," he noted.

The cooked product is then turned over to Sparks, who is responsible for glazing and icing the morsel. Sparks also fills the doughnuts with a fruit filling and a creme fluff, which tends to be lighter and smoother than the cream found in ordinary bakery doughnuts, McGranahan said.

Their wives, both named Susan, also have invested in the business and help run the shop by waiting on customers or assisting Sparks.

The product is of a much better quality than the average bakery doughnut, said McGranahan, so the price of Paradise is higher.

"They are a little higher than the grocery stores'. The grocery stores' are $2.29 and $2.39 and we're $2.99 for a dozen yeast," he said.

That goes with the territory, though, McGranahan said.

Grocery stores don't specialize in doughnuts. People who go to a bakery are looking for better quality pastries and expect to pay a higher price, he said.

And if business keeps growing, Paradise will be expanded to its intended dimensions — and possibly even further, McGranahan said.

"Eventually we'll have cakes and pies in the front case and doughnuts in an upright case," he said as he gestured to the one lone display case in the front of the store.

"I'm hoping we can find a real good customer to sell chocolates to," he said.

"Our goal really is to open another store and possibly two, he added. "We're already established. We've only been open a few weeks and people remember our name."

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Patterson

# Patterson gets contracts for disposal machinery

Business and Industry (WV)

Ts DEC 07

Patterson Industries Inc. has landed five contracts totaling $4 million for waste-disposal machinery, manager Gregory A. Patterson said Tuesday.

Patterson, an engineering and manufacturing company at 925 N. Fruitridge Ave., is one of the nation's top builders of bulk-material handling systems. Patterson designs and supplies contracted systems to firms throughout the United States and China.

The awarded contracts include a complete residue and flyash handling system for the Fairfax, Va., waste-to-energy plant, which Patterson said was the largest in the nation.

Other contracts include: a coal feed system for a Kerr-McGee cogeneration plant in Trona, Calif.; a hazardous waste kiln incinerator feed system for International Technologies of Knoxville, Tenn.; a residue ash handling and separation system for a Westinghouse waste-to-energy plant in Poughkeepsie, N.Y.; and a flyash handling system for a coal-fired power plant in Beijing, China.

"The China deal was one of those that just came through the door from a company in New Jersey," Patterson said. "The other deals we had been working on for a while."

Patterson said that Chinese representatives will visit the plant Dec. 21 to inspect the equipment they have purchased.

Patterson said the feed system for the rotary kiln incinerator is nearly identical to the one that BASF Corp. envisions for its waste handling facility in its proposed midwest automotive paint plant.

He said with the orders his company has now the schedule is booked solid through next May, and "we are negotiating for four other contracts which will take us to the end of next year if we get them."

The contracts are for three waste-to-energy plants and one hazardous waste incinerator, he said, adding that the present equipment being manufactured is expected to begin leaving the plant by the end of the year, with all equipment covered by the five contacts to be shipped by May. He also said the company has repeat business and that it recently took on Westinghouse as a customer.

Patterson said the new orders will mean an expansion in the engineer and design department, and "maybe later on, in the manufacturing sector."

"The majority of our efforts have been directed toward the waste-to-energy and hazardous waste/ash handling markets," Patterson said. "The recent contracts, from these respective market leaders, properly positions us for continued penetration into these high-growth markets."

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Vigo County Public Library

Penney Store

T. H. Stores
1-29-62

Emeline Fairbanks Mem. Library

Star Reg 4-60

**CEREMONY OPENS PENNEY STORE** — At ten o'clock yesterday morning Mrs. Anton Hulman Sr. cut the ceremonial ribbon that officially opened the new J. C. Penney Company department store in the Meadows Shopping Center. Shown assisting Mrs. Hulman, before a crowd of hundreds of eager shoppers, are: D. C. Johnson, builder and managing agent of Meadows Center Tenants Association; Adrian I. D'Autremont, manager of the new store, and William R. Collier, assistant manager. Other civic and business leaders participating in the opening festivities included Anton Hulman Jr., Joseph Cloutier, Leonard Marshall, Mayor Ralph Tucker, Ray Wilson, Penney's district manager; John K. Lamb, executive vice president of the Chamber of Commerce, and Louis B. Pearce, president of the Meadows Center Tenants Association.

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VIGO COUNTY PUBLIC LIBRARY
TERRE HAUTE, INDIANA

J. C. Penney Store

# Ultra-Modern Penney Store To Open Soon in Meadows

Tent July 20 - 1960

J. C. Penney Co. will open its first suburban and second department store in Terre Haute Wednesday morning, Aug. 3, at 10 o'clock in Meadows Shopping Center, according to an announcement by Manager Adrian D'Autremont.

This will be the 65th store in Indiana for the world's largest retail department store chain with nearly 1,700 stores in 48 states.

"Penney's Meadows Center store will be one of the company's largest and most ultra-modern suburban enterprise in the Midwest," D'Autremont said. "Every fixture is specially designed for 'mass impact' display. Extra-wide aisles, area air conditioning, dressing rooms and rest rooms, conveniently located departments all mean the maximum in shopping comfort.

**Much Research.**

"Penney Company was the first to locate a department store in a shopping center in the nation. Fourteen years of scientific research has resulted in our colorful, spacious, pace-setting store. We have utilized all of our company's resources to fit this new store to Terre Haute and the community it will serve.

"The past several months have been spent shopping the top fashion marts of Miami, Dallas, Los Angeles and New York as well as our European headquarters in Florence, Italy, to bring to Terre Haute the finest fashions and fabrics. All merchandise is backed up by our unique and extensive laboratory program which runs some 56,000 tests per year."

Penney's Meadows Center two-level and office balcony building covers 44,000 square feet with a selling area of 16,005 square feet on first ploor and 9,465 square feet on the lower level.

**Outdoor Patio Shop.**

A unique outdoor patio shop with 2,200 square feet will be completely mechandised in spring, and summer with outdoor furniture, barbecues, power and garden tools and supplies according to D'autremont.

Layaways, alterations and the future credit office are located on the lower level which has an entrance leading into the Center's lower mall. The patio shop, located at the first floor rear, has entrances leading into the rear parking area. Offices, associates lunch room and sick bay are located on the second floor.

Manager Adrian D'Autrement started his Penney career in Cedar Rapids, Iowa, in 1937, in the stock room, winning promotions as department manager and finally to assistant manager. He was named manager of the Marshall, Minn., store in 1951, and in 1959 was named manager of Penney's downtown store in Terre Haute.

In June, 1960, he was named manager of Penney's Meadows Center which will have nearly twice the selling area of Downtown Penney's and will feature extensive home furnishings and housewares departments.

D'Autrement makes his home here at 40 South Twenty-first street with his wife, Dorothy, and seven children. He is a member of the Terre Haute Chamber of Commerce and Elks Club. He majored in business administration at the University of Iowa.

**New Assistant.**

Thirty-year-old William Collier has been assigned the coveted post of assistant manager, in charge of sales and merchandise. He started his Penney career in Brookfield, Mo., and later served as assistant manager in the smaller stores in Macon, Mo., and Emporia, Kan. In 1954 he was named assistant manager of a larger downtown store in Moberly, Mo., and in 1956 became main floor manager of the large downtown Quincy, Ill., store. He is making his new home here at 1905 Clay avenue, with his wife, Charlotte, and three children.

Other key executives assigned to the new store include Anthony T. Weber, 27, manager of the men's, boys' and large family shoe departments, who transferred here from a St. Louis suburban store; Kenneth Bodden, 26, manager of home furnishings, housewares, yard goods, custom drapery service and work clothes, who transferred here from Melrose Park, Chicago, and Herman Landau 28, who transferred here from North St. Louis to be manager of women's ready-to-wear, sportswear, girls and infants departments.

Gilbert Humphrey from Blytheville, Ark., has been named display manager. Charles Pound of Terre Haute is stock room supervisor. Approximately 120 sales people have been hired from the area. Al Sova of Cedar Rapids, Iowa, Penney Company fixture foreman for six Midwestern states, is supervising interior installations with 20 local craftsmen.

Community Affairs File

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VIGO COUNTY PUBLIC LIBRARY
TERRE HAUTE, INDIANA

Emeline Fairbanks Mem. Library

Stores (T. H.)

**SPECIALLY DESIGNED COUNTERS** with stair-stepped superstructures highlight the ultra-modern, streamlined J. C. Penney department store opening Wednesday morning, Aug. 3, at 10 o'clock at Meadows Shopping Center. Key executives for the new suburban store are, from left, Manager Adrian I. D'Autremont, Assistant Manager William R. Collier, in charge of sales and merchandise, and department managers Kenneth Bodden, home furnishings, housewares and work clothes; Herman Landau, women's, girls and infants; and Anthony Weber, men's, boys' and family shoes. Penney's first opened downtown in 1934.

**NEW MERCHANDISE DEPARTMENTS** are being added to the ultramodern J. C. Penney suburban department store opening Wednesday morning, Aug. 3, at 10 o'clock, at Meadows Shopping Center. Furniture, rugs and home furnishings will be featured on the lower level. Key executives, pictured here checking over freshly unpacked stock, are, left to right, Kenneth Bodden, manager of Penney's downstairs store; Anthony T. Weber, manager men's, boys' and family shoe department; Herman Landau, manager women's, girls' and infants' departments; William R. Collier, assistant store manager in charge of sales and merchandise; and Adrian I. D'Autremont, manager of Penney's Meadows Center, the fifty-sixth store for Penney's in the state.

# J. C. Penney Executives Ready New Meadows Store for Opening

Star July 28 - 1960

Dynamic living color for each department, specially designed fixtures and ultramodern store planning will highlight J. C. Penney Company's newest and largest suburban store in the Midwest opening Wednesday morning, Aug. 3, at 10 o'clock at Meadows Shopping Center.

Approximately 120 sales people and office staff are being hired from the area according to Manager Adrian I. D'Autremont. Al Sova of Cedar Rapids, Iowa, Penney Company fixture foreman for six Midwestern states, is supervising interior installations being made by 20 local carpenters, electricians, rug layers and laborers.

Penney's, largest and most complete department store in the Center, has a gross of 44,000 square feet with a selling area of 25,470 square feet. A unique outdoor patio shop with 2,200 square feet will display various promotions and during Spring and Summer months, will be completely stocked with outdoor furniture, barbecues and accessories, power and hand tools, seeds and fertilizers, according to Mr. D'Autremont.

Entrances to the first floor level, featuring men's, women's ready-to-wear, sportswear, accessories, will be at the front of the 110 foot by 180 foot building; as well as through the rear patio, and through the lower level which leads into the shopping center's lower mall.

Walls and specially designed counters, with pyramid superstructures displaying five times more merchandise than older table tops, will have special color combinations for each department. Seal browns, oranges and pale yellows are used in men's and boys', with flame and pink for infants and girls. Chartreuse, lime and green highlight the sportswear departments, with brown, chartreuse and sand keynoting the large family shoe department at the left rear of the store

Fourteen years intensive research in modern suburban store planning has gone into Penney's Meadows Center store, Mr. D'Autremont reports. This is the second Penney store in Terre Haute, the downtown store having opened here in 1934. The new store is the fifty-sixth store in Indiana for the chain which has nearly 1,700 stores in 48 states.

"Penney Company officials, impressed by the growth and future potentials of Terre Haute, have spared no expense in giving us one of the finest physical plants in the country. Area air conditioning, wide aisles, 'mass impact' display fixtures, adequate dressing rooms add to shopping comfort.

"We have combed the fashion marts of Miami, Dallas, Los Angeles and New York as well as our European buying headquarters in Florence, Italy, to bring the latest fashions and fabrics to Terre Haute. For the first time locally we can display a wide range of occasional furniture, rugs, lamps, mirrors, gifts, household accessories and housewares," Manager D'Autremont said.

Second in command at the new store will be William R. Collier, who transferred here from Quincy, Ill., to be assistant manager in charge of sales and merchandise. He has served in Penney stores in Macon, Mo., Emporia, Kan., and Moberly, Mo. He is making his new home at 1905 Clay Avenue with his wife, Charlotte, and three children.

Kenneth Bodden, 26 years old, a graduate of Spencerian Business College, transferred from Melrose Park, Chicago, to manage the lower level housewares, home furnishings, work clothes and yard goods departments. He is making his home at 475 South Twenty-fourth Street, with his wife, Audrey, and three children.

Herman Landau, 28, graduate of the University of Arizona, transferred from the North St. Louis Penney store to become manager of women's, girls' and infants' ready-to-wear and sportswear departments. He is making his new home at 1921 Clay Avenue, with his wife, Mary, and two girls.

Anthony T. Weber, 27, assigned as manager of the large men's, boys' and family shoe departments, comes from a St. Louis Penney suburban store. He is making his home at 1904 Clay Avenue, with his wife, Kathleen. He is a graduate of St. Louis University.

Gilbert Humphrey of Blytheville, Ark., has been named display manager with Charles Pound of Terre Haute named as stock supervisor. Mrs. Lavelda Hall, 1808 South Twenty-fifth Street, is office manager with Mrs. Betty McCabe, 3307 South Sixth Street, in charge of merchandise records.

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Bus + Industry (h.v.)

PEDDLER WAGONS

PEDDLER WAGONS

In the late forties and early fifties, great four-horse peddling wagons made their headquarters at Terre Haute. These peddling wagons would hold as many goods as an ordinary store of that day and were driven in every direction for 50 miles, trading with the farmers and citizens of the little towns and would return loaded down with pelts of wild animals, beeswax, feathers, dried fruit, medicinal roots and other produce traded for. Some of these peddlers made large fortunes.

Scrapbook 50 p. 13 977.245 T

Pepsi-Cola Bottling Co

# Bottlers team up on new soft drink

Business and Industry (WV)

JUL 27 1987

By Liz Carver
*Tribune-Star Staff Reporter*

The Pepsi-Cola Bottling Co. of Terre Haute and Decatur Ill. Bottling Co. have teamed their resources to produce a new soft-drink. It's called "G. Willikers" and it's only available in the Wabash Valley and in Decatur, Ill.

But make no mistake, it's not a Pepsi-Cola product.

"We decided to do it ourselves," Pepsi's manager Greg Sturgeon said. "Decatur even had it on TV as well as in the newspapers. We wanted to come up with something very unique."

The two bottlers, under the direction of President Michael Vitale, are working together to market the soft drink. Decatur will mix and bottle the soda and it will be distributed from both areas.

Distribution here began Wednesday. One of the first markets to carry it was Lowell's Foods in West Terre Haute, Sturgeon said. Convenience and grocery stores will carry the product.

"We will have over 100 [accounts] by the end of next week," he said Wednesday.

Stores in Vigo, Parke, Clay, Vermillion and Sullivan counties in Indiana, in addition to Edgar County and the Decatur area in Illinois, are expected to sell G. Willikers.

Sturgeon said the two areas are not a test market.

The soft drink comes in orange, strawberry, grape or cream flavors. "With the new flavors, we can add or delete as the market dictates," Sturgeon said. Advertisers attached a distinguished, elderly man's face to the label.

Only a few jobs were created by the birth of G. Willikers, Sturgeon said, adding, "We have added two or three slots." He hopes to expand each year, but the immediate future looks as though creation of a large number of jobs is not in the plans.

The two bottlers based their decision to market G. Willikers because 30 percent of the cola market, occupied by "flavor" colas, needed a "quality flavor line." The other 70 percent of the soft-drink market is occupied by a 50-percent slice of colas, a 15-percent block of lemon-line drinks and about another 5 percent by "pepper" types, Vitale said in a prepared statement.

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small businesses deal with regulators

# Professional advice

Business + Industry (WU) · Community Affairs File

## Engineer, waste expert team up to help

Marshall Independent 5/5/86

By Randy Harrison
Staff Writer

Both small and large businesses are now being closely regulated by state and federal goverments.

In order to help businesspeople understand and comply with government enviromental regulations, Jeff Brown and John Ferris, both of Marshall, have formed PERC Associates.

PERC, which stands for "Practical Engineering and Regulatory Counseling," is an enviromental consulting firm Brown and Ferris set up last month and run in their spare time.

Brown, a professional engineer, is the enviromental manager at the Velsicol Chemical Corp. Marshall plant. He is also a member of the Illinois Enviromental Regulatory Group, a subsidiary of the state Chamber of Commerce and registered lobbyist in the state.

Ferris also works at Velsicol as the plant's hazardous-waste manager. He said he has much "hands-on" experience with hazardous-waste spills (although none have occured here).

He also has much training and experience in handling, labeling and transporting wastes.

Both know the people who work for the Illinois Enviromental Protection Agency, which is in charge not only of implementing state regulations but many federal EPA regulations as well, and try to keep familiar with enviromental laws.

Ferris and Brown said that although they are both employed by Velsicol, PERC is a completely separate business.

They said that in the past people would often come up to them on the street or call them at work and ask for advice. This prompted them to establish a formal way to help people.

Brown said there are more new laws now, especially on the federal level, and that more people are being regulated. For example, a new state groundwater plan will not only effect large and small businesses, but agricultiural groups and municipalities.

Also, the new small-generator regulations will affect businesses that produce as little as 25 gallons of hazardous wastes per month.

PERC offers three basic services. The first is for small businesses.

"We are available to independent businessmen to contact if they get into trouble with IEPA or U.S. EPA regs," Brown said.

This service includes helping the business person fill out forms, making recomendations and directing him or her to the right government agency people.

Brown said often when a small business has enviromental problems it can't deal with on its own it turns to a large consulting firm. But this is expensive and often more than what is needed for relatively small problems, he said.

Brown and Ferris plan to spend more time working on the problems of the smaller client. Larger businesses have larger problems and require full-time attention, but the problems facing smaller businesses can be worked out in the time Brown and Ferris have to offer.

PERC Assn.

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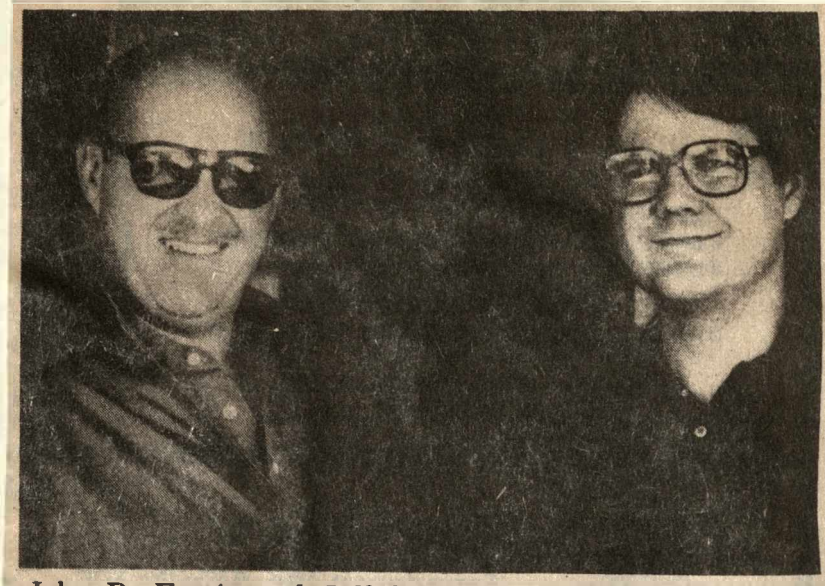

John D. Ferris and Jeff S. Brown of PERC Associates. (Photo by Randy Harrison)

For example, they could work on helping a gas station for three or four weeks after work, Brown said.

The second service PERC offers is reviewing larger companies' enviromental facilities and plans and pinpointing potential problems. Ferris says that if the problems are large enough, they will recomend other consultants and engineers to work on them.

Work for large companies will be restricted to overviews and recommendations.

"I think our mainstay is going to be the independent businessman," Brown said.

The third service is helping legal firms and other consultants with independent assessments of enviromental problems.

Rates will be determined by the job. Different jobs require different kinds and amounts of work. Ferris and Brown believe that sometimes an hourly rate is fair, but not always.

Brown said that Illinois is a "bellwether state" for enviromental regulation and law because of the well-developed, organized and funded IEPA and other government bodies that deal with enviromental problems. Also, the state has several well-developed enviromental groups and citizens can participate in the legislative and regulatory processes concerning the enviroment.

PERC Associates can be reached by calling Brown at 826-6500 or Ferris at 826-2738.

Phar-Mor

# County ABC says no to Phar-Mor

Ts NOV 20 1988

√Business and Industry (WJ)-

If Monday's Vigo County Alcoholic Beverage Commission ruling is any indication of what's to come, Phar-Mor near Honey Creek Mall may be selling far less than it initially planned.

The ABC was deadlocked with a 2-2 vote about whether to allow the new southside store to sell alcoholic beverages, commission President Frank Brazzell said. The issue will now go before the state commission for a ruling.

Brazzell and Pete Petrowsky voted in favor of issuing a permit, while Dick Lloyd and Tom Miles, who represented the state, voted against the issue.

"There were several people at the meeting speaking out against issuing the permit," Brazzell said, "and some of the board went one way and the others went the other way — that's the way it goes sometimes."

Brazzell said the opposition to the commission giving Phar-Mor a green light came from businessmen in the area who don't want any more competition than they already have.

Legally, Phar-Mor meets all requirements for issuance of a permit, Brazzell said, but the decision will now be in the hands of Indiana ABC.

The state has the authority to overrule a local decision, Brazzell said, and the commission usually decides whether to issue permits on points of law — not emotion.

The state commission could rule on the matter as early as next week or as late as next month, Brazzell said. It has the option of approving the permit or sending the application back to Vigo County for further investigation.

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Physical Fitness Clubs

**The traditional stereotype of the body builder is giving way as more and more women get involve in weight lifting. Presently 30 to 35 percent of the members of the Nautilus Club are women.**

Business T.H. Better Times

# Joanne Drennen

APR 7 1979

Traditionally, the stereotype of the body-builder has been one of the conceited man with shiny, oiled skin, huge, bulging muscles, wearing bikini trunks and posing in front of a mirror and/or throngs of screaming women. Or else there is the myth of the beach bully kicking sand in the face of the scrawny little milquetoast type. In recent years, however, with Americans increasingly concerned about physical fitness, both men and women are using weight lifting and body building as a means of getting into, or staying in, shape. Since last fall, two weight lifting clubs have opened in Terre Haute.

The Nautilus Club at 1113 Walnut was opened in November, 1978, by Stan and Mary Jean Petty. Presently, Nautlus has an estimated 300 members, 30-35% of whom are female.

Nautilus is a brand name, and according to Mr. Petty, the "Cadillac" line of all resistance exercise equipment.

"What makes it good is the cams," explains Petty. "They give you variable resistance. The resistance increases as you go into the movement. Where the muscles are stronger, there is more resistance. And with Nautilus equipment, you get the full range of motion, pre-stretch and stretch positions. The muscles can be stretched and toned faster in full-range motion than in part-range. Lifting dead weights can only give you part range. Basically, with Nautilus, you're doing resistance work."

One attraction of the Nautilus equipment is its convenience. Each member receives a card listed with each exercise, with boxes in which to write the weight and number of repetitions. There are twelve recommended exercises to be performed on the eight machines, plus sit-ups. The suggested number of repetitions is eight to twelve with a usual work-out lasting thrity minutes.

Nautilus members range in age from junior high school age to seventy-one years. The career occupations represented are restauranteurs, doctors, housewives, lawyers, waitresses, and students. Members sign up for an appointment, usually working out three times per week. Fifty percent of the members signed up after the initial free-trial. It is a straight membership fee, ranging from $25.00 a month to $125.00 for 13 months, with special rates for students, couples, and families.

Even through no special qualifications are needed to open a Nautilus club, Mr. Petty has his masters in physical education from Illinois State University, and has coached football and track for a total of 12 years. His philosphy is such: "I think you have two basic kinds of exercises: muscular and cardiovascular. Doctors say you need both types."

"I believe Nautilus can give you both types. It depends on your degree of fitness. It also depends on how hard you work. The harder you work, the more you get out of it." Petty adds, "A lot of women work as hard as men. Both men and women have muscular parts of the body that should be exercised. It's no different whether you're a woman or a man. You need both types, muscular and cardiovascular. However, women cannot gain muscles because of the hormones in their bodies. Their muscles won't bulge, they just firm up." And with a gleam in

(over)

Physical Fitness

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Vigo County Public Library

his eye. Petty adds, "There's nothing more attractive than a woman who looks in good, solid shape."

As far as plans for expansion, Petty will expand hours as the membership roster grows. The facility offers the Nautilus equipment, and seperate showers and dressing rooms for men and women. He has no plans of adding a sauna or whirlpool. "I believe you do more good for people in here than lounging in a whirlpool. Most of our customers are in and out."

Of a more specialized nature, though less structured than Nautilus is Doc's Gym on Wabash Avenue. Since Doc's has been open little more than a month, it has fewer members than Nautilus. But it also differs in other ways.

The supervised programs at Doc's are geared toward loss, gain, body-building, or lifting. The new member is measured, given a card on which to record his progress, and checked after thirty days. Doc's offers mostly free weights (barbells), with a few selectorized machines (machines with cams and pulleys and variable weights.)

The owner of Doc's lives in Bloomington, and Jim McCarty is one of the managers of the Terre Haute facility. Jim's qualifications include three times national, and two times state, champ in Olympic lifting, and placing fourth in the 1976 Olympic trials. He is eighteen years old.

Doc's has a minimum age requirement of fourteen years, and the oldest member is fifty-seven. They have acquired about 45 members in the month they've been open.

Jim explains, "We have a lot of college and high school students, and a lot of businessmen who haven't done anything in ten years. We're really trying to hit everyone. We recommend the program for anyone. We're trying to get a lot more of the older people in here. Most of them are inactive. But we're also looking for the younger folks too."

One reason Jim is going for the "younger" age group is to recruit for the state champion lifting team, of which he is presently a member.

At present, only four members of Doc's gym are female. About the competition, Jim states, "We differ in the free weights. Nautilus is more for toning. You can't gain strength. You get to a certain point. Then it stops."

Many members of Doc's join to train for certain weight lifting contests. A one year membership is $145.00, with an initiation fee of $45.00. There is no free trial offer. The average cost is $18.50 per month. Doc's also offers special rates to athletes on teams.

If some of the members are college students, why would they pay to belong to Doc's when they could work out at Indiana State University's facilities? According to Jim, "We've got a lot of the equipment I.S.U. doesn't have. Our's is all new and in good shape. And it's not as busy here." He also adds that Doc's will be adding a sauna in early June.

In light of what Jim has said, it seems that Doc's would be more for the gung-ho body builders, whereas the Nautilus Club would appeal to a broader range of persons. So at least in one area, body-building, Terre Haute does have something to offer everyone---if you have the money that is.

# PIGGLY WIGGLY STORE TO OPEN SATURDAY

**Company Plans to Establish Five Or Six Other Stores Throughout the City.**

Terre Haute Tribune
Wednesday July 12, 1922

The Piggly Wiggly store, the first of five or six grocery stores to be operated here by this company owning a nation-wide chain, will open its doors for business Saturday morning at 726 Wabash avenue. The building at this location has been entirely remodeled and refitted for use of the company.

Manager C. W. Lynch says that, while the concern is owned by an outside corporation, the business here will be wholly a local business. Terre Haute people will be employed, local banking connections have been established and produce will be purchased from local growers.

Under the plan by which the Piggly Wiggly stores are operated the customer is his own "clerk" to a great extent. Merchandise is displayed in a manner enabling the patron to go through the store, make his own selections, pay cash for the purchases as he leaves and make his own deliveries.

The idea was formulated eight years ago at Memphis, Tenn., by Charles Saunders, then a clerk in a grocery store. The success of the first store was so marked that others soon followed and the additions have been kept up until there are now upward of 800 similar stores in the United States and Canada.

The title of the stores has long been a puzzle to uninformed, but Mr. Lynch says there is no significance in "Piggly Wiggly," except that the founder wanted a name distinctive and one not easily forgotten by the public.

Manager Lynch is an experienced grocery man and has come to Terre Haute with an intention of making this city his permanent home.

PIGGLY-WIGGLY STORE

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TERRE HAUTE, INDIANA

dog food Pizzazz

# Love of animals

Community Affairs File

Business + Industry (WI)

JAN 5 1986 TS

## Happy-go-lucky guy develops flair for dog food promotions

**By Marilyn Salesman**
*Tribune-Star Correspondent*

Rod O'Kelley is a happy-go-lucky guy who almost always wears a cowboy hat and a smile.

He is also a successful businessman who has combined a love of animals with a flair for promotional gimmicks. The results, so far, have been outstanding.

O'Kelley owns a feed mill that produces food for dogs and horses. He is also in the retail business with the new Boot City store south of Terre Haute on U.S. 41, and he just recently closed a deal to purchase the Hitching Post.

O'Kelley, who grew up on a farm near here, worked at livestock barns to help put himself through college. It took him over nine years, but he graduated with a Ph.D. in animal nutrition. He worked for a local pharmaceutical company for five years, but O'Kelley is a free spirit, not destined to be tied down to a regular job.

He started his own research farm, testing animals for growth and feed efficiency and occasionally for diseases.

**Rod O'Kelley:** Happy-go-lucky guy with a vision.

Tribune-Star/Marilyn Salesman

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TERRE HAUTE, INDIANA

O'Kelley said he spent the next several years in that business. However, there is a very limited number of clients who need that type of service, so he decided to branch out into another area of animal nutrition — the production of feed.

Dog food was his first project. Even for someone with O'Kelley's qualifications, making dog food is no easy business. "You not only have to make a feed that's nutritionally well-balanced," he said, "you have to make a feed that is acceptable to both the animal and its owner. And you have to be able to manufacture it at a reasonable price so you can sell it at a reasonable price."

Dogs have a sweet tooth, O'Kelley said. They also have a taste for garlic. You can put a lot of garlic in the feed and satisfy the dog, but it won't satisfy the owner. The owner will be offended by the odor of the feed, said O'Kelley.

With all these factors in mind, O'Kelley said he developed his dog food. Providing a catchy name was the next problem. That was solved when his wife Judy mentioned a dog's name she had heard — Pizzazz.

"I knew that was it," he said with a grin.

He took the name to an artist and asked him to design the "electric letters" that decorate his business logo.

He and his wife made calls and marketed the dog food for a while. They later made a deal with Hulman and Co. to distribute the feed.

O'Kelley said he employs 12 to 15 people and his marketing area includes most of southern Indiana and a lot of southern Illinois.

He said he buys about 95 percent of the grain he uses in the feed from local farmers within a five-mile radius. The mill produces about 120 tons of Pizzazz dog food and Equizazz horse food weekly.

Equizazz is becoming very successful, O'Kelley said. He said the product has been on the market for about three years and a lot of horse owners are giving it good reviews.

Indeed, the feed business is thriving to the extent that O'Kelley said he may have to add another shift at the mill to keep up with the demand.

"Business has been good to me," he said. "I never regreted going into business for myself for a minute. I was never worried that we wouldn't make it."

O'Kelley also has a large feeder pig operation at his farm on Route 22. However, he said he has no plans to market hog feed. He makes it for his own use, but he said he still does a lot of research for a major company that produces hog feed. He said he doesn't want to compete with that company.

Perhaps some people would be content to develop a complacent attitude after finding three or four ways to be successful in business, but not the 42-year-old O'Kelley. No way.

Other worlds are out there waiting to be conquered.

"I'm getting into what I call the animal entertainment business," he said. "We're setting up a petting farm behind Boot City."

O'Kelley said there would be a small admission charge when the petting farm opens this spring. Children will be able to get acquainted first-hand with miniature horses, donkeys, goats, rabbits and cattle.

He said he thinks there's a demand for such a place, and if his theory is correct, he plans to expand the operation.

O'Kelley said he has no reason to think it won't be a success.

"I'm the eternal optimist," he said. "Everything's worked out all right so far."

Community Affairs File

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A 2165 PIEPENBRINK CIGAR PRESS

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Business & Industry (W. V.)

This press and accompanying cigar molds were used by the late William C. Piepenbrink from 1890 to 1915 in his business of Cigar Manufacturer in his shop located on the rear of the Piepenbrink residence at 1207 South Fifth Street.

Cigars were made by hand; and at such times as the molds were used the filler was rolled in a binder and the cigars placed in the mold and the molds put in the press. Later when the molds were removed from the press the cigars were finished with a sumatra wrapper. They were then packed in boxes, each row having been carefully sorted as to color.

Mr. Piepenbrink merchandised two particular brands: the popular "Willie Bill", five cent cigar and the havana filled, ten cent "Rosa Donita" cigar.

Presented to the Historical Association by his daughter, Anna Piepenbrink Moulton.

(Brought in by Allen Merrill)

Community Affairs File

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TERRE HAUTE, INDIANA

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Plastics

# Hoosier strength in plastics trade not transparent image

Ts FEB 22 1987

Bus + Ind. (WV) - PLASTICS

Indiana is one of the largest plastic-producing states in the U.S., ranking 10th among the states in terms of employees, payroll, value of shipments and wages paid to workers, says The Society of The Plastics Industry Inc.

More than 1,000 of Indiana's 45,900 plastics workers are employed in at least eight plastics-related industries in Terre Haute.

Answers differ on the reasons why, although many company officials cite good transportation facilities and Terre Haute's central shipping location.

Greg Barnes, labor market specialist with the Indiana Employment Security Division, cited good transportation facilities, including railroads, as one factor attracting plastics industries. Terre Haute provides a good location in terms of access to raw materials, he said.

Ethyl VisQueen, a pioneer in the production of extruded polyethylene film, was the first to come to Terre Haute. It's been here for 45 years.

VisQueen officials Mike Francis and Jack Tennant suggest that the company located here because the area had trained workers in the plastics field and that machine shops were experienced in developing equipment for plastics operations.

Jim Doti, who started Jadcore, a plastics-recycling operation which also makes plastic bags, in 1974, suggested that, because of VisQueen, there was "a nucleus of experience" in the plastics industry here.

The former Ampacet plant manager said his company, which operates in a 250-mile radius, is in a good geographical location for sources of raw materials.

Bemis, which makes and prints polyethylene packaging and maintains its corporate Film Division office in Terre Haute, originally bought almost all of its film from VisQueen, said its marketing director, Jack Newman.

After a few years, the 30-year-old plant began extruding its own film. A $6.8 million project to add 89,000 square feet of manufacturing and warehousing space and buy new equipment is just about completed.

Newman said the labor market here is good and also cited good transportation, including access to railroad lines, as a reason for locating in Terre Haute.

Ampacet, a color-concentrate supplier which sells to Visqueen, Bemis and other companies, moved here because it was centrally located to the plastics market, said plant manager Bob McLaughlin.

"Terre Haute is a very good transportation hub," he said, adding that the city is within a 200-mile radius of probably more than 50 percent of plastics businesses in the U.S.

Utilities are also important because plastics plants use a lot of heat and the area also has good trucking lines, along with reasonably priced land, McLaughlin said.

"We site-searched the area in 1966," said Don Simonds, of Hercules Inc. "At the time, we were looking for a location central for our market."

Hercules also wanted a city of 50,000 to 100,000 so it would have a reasonable workforce.

Simonds listed labor availability, a good quality workforce, good trucking center, land availability at a good price and proximity of the site to the city as other factors in the firm's decision.

Hercules makes polypropylene packaging film, used for snack packaging and other purposes.

Simonds didn't believe there was any one reason which accounts for all the plastics companies, although he suggested good trucking transportation could be one reason.

Terre Haute's newest plastics plant, B.F. Goodrich, located in Terre Haute because a plant was available, said Steven Holehan, senior engineer.

The plant, which makes vinyl compounds, bought the former CBS Inc. vinyl-compounding facility at 3100 N. 35th St.

Goodrich has also expanded since it opened here about 2½ years ago. Starting with fewer than 20 employees, it now has nearly 60.

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